



Lori O'Connor
National Manager
Sales Planning
910-741-3019
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April 9, 1998

To: Rory O'Rourke

Re: Salem July B1G1F Promotion

Dear Rory,

The following is the information regarding the upcoming Salem Buy 1 Get 1 Free Promotion to be worked in July.

Promotion #: 800998 - Salem B1G1F

Quantity: 180,000 offers

600 6M cases Salem FFKS Slide Box
600 6M cases Salem LTKS Slide Box

Timing: First Order Date - 6/1/98
First Ship Date - 6/22/98

Product Description: "Complimentary Not for Sale" tear tape on gratis pack
Pre-sleeved in W-S
Shipped in white cartons to D.A.

Advertising Support: POS is promotion specific

Item #	Quantity	SKU Packing	Description
544595	9000	1	Salem 20 pk Temporary Display/Shipper w/small vertical poster folded

There are no name generation or continuity offers associated with this program. There will be a wobblers packed in every Salem FF Slide Box carton.

Reporting: H/H Desc: Sal Jul B1G1F NY
Display size (Offers) : 20
Start : 6/29/98
End: 8/28/98

Should you have any questions, please contact me.

Sincerely,

Lori

L.M. O'Connor

cc: R. Grout

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Ship to Retail
July 13th

July SALEM B1G1F
4 Carton Display (2 Gratis, 2 Salable) shipped with a 20 Pack Display

Salem Disp	DPC Displays	Jub Jobber	Supplier to Sub Jobber
7		127 W. KINGBRIDGE CO Total	AMSTERDAM TOBACCO
15		H&W TOBACCO Total	AMSTERDAM TOBACCO
3		911 TOBACCO CORP. Total	BONANZA TOO
11		AJS WHOLESALERS INC. Total	BONANZA TOO
10		COLO UNITED DIST Total	BONANZA TOO
4		EMMA SUNDRY INC Total	BONANZA TOO
61		GUPTA WHOLESALE Total	BONANZA TOO
17		H&K TOBACCO Total	BONANZA TOO
12		KINGS TOBACCO Total	BONANZA TOO
4		KRCHO WHOLESALE Total	BONANZA TOO
18		QUICK SERVICE TOBACCO Total	BONANZA TOO
7		SMILE 1 WHOLESALE Total	BONANZA TOO
29		SMILE WHOLESALE Total	BONANZA TOO
25		SOMALIN CIGAR Total	BONANZA TOO
1		SUGAR, INC. Total	BONANZA TOO
1		VICTORY TOBACCO CDY. Total	BONANZA TOO
19		WORLDWIDE TRADING Total	BONANZA TOO
18		3J AND R TOB CO Total	BORO PARK
52		BAYRIDGE TOBACCO Total	BORO PARK TOBACCO
2		L. TARTAKOFF TOBACCO Total	BORO PARK TOBACCO
8		GRAND CIGARETTES Total	BOROUGH HALL OXFORD
1		J&A TOBACCO CORP Total	BOROUGH HALL OXFORD
19		SCHOR & ROSNER CORP Total	BOROUGH HALL OXFORD
3		WEST SIDE TOBACCO Total	BOROUGH HALL OXFORD
8		CIGPAK INCORPORATED Total	CENTER CANDY
19		NASSUA RD WHOLESALER Total	CENTER CANDY
1		ASROOT DISTRIBUTORS Total	GLOBE WHOLESALE CO
26		E Z BUYING Total	GLOBE WHOLESALE CO
1		FAST SERVICE Total	GLOBE WHOLESALE CO
2		BRONX TOBACCO Total	GUTLOVE & SHIRVINT
3		DELITE CANDY & CIGS Total	GUTLOVE & SHIRVINT

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SJ Totals

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Salem Disp	DPC Displays	Jub Jobber	Supplier to Sub Jobber
6		M FUTTERMAN TOBACCO Total	GUTLOVE & SHIRVINT
13		4TH AVENUE GROCERY Total	HAROLD LEVINSON
2		ALANAD DISTRIBUTION Total	HAROLD LEVINSON
6		ATLANTIC TOBACCO Total	HAROLD LEVINSON
2		BAEZ WHOLE Total	HAROLD LEVINSON
101		BI COUNTY DISTRIB. Total	HAROLD LEVINSON
1		BORINQUEN TOBACCO Total	HAROLD LEVINSON
8		BRAVO SALES COMPANY Total	HAROLD LEVINSON

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SJ Totals

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1		BRONX TRADING Total	HAROLD LEVINSON
6		COLUMBUS CANDY PAPER Total	HAROLD LEVINSON
19		COUNTRYSIDE DIST.INC Total	HAROLD LEVINSON

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SJ Totals

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SALEM-SJ.XLS

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Salem Disp	DPC Displays	Jub Jobber	Supplier to Sub Jobber
1		MINAL TOBACCO Total	HAROLD LEVINSON
3		MJA CORP Total	HAROLD LEVINSON
2		MR. BUTTS DISTRIBUTO Total	HAROLD LEVINSON
8		RAVIRAL TRADING Total	HAROLD LEVINSON
1		ROSU TRADING Total	HAROLD LEVINSON
93		SAM'S SURPRISES Total	HAROLD LEVINSON
16		SAN JOE DISTRIBUTORS Total	HAROLD LEVINSON
5		SCHUMACHER TOBACCO Total	HAROLD LEVINSON
9		SHIVA WHOLESALE INC Total	HAROLD LEVINSON
46		WAHKEE Total	HAROLD LEVINSON
55		WELLSPRING CORP. Total	HAROLD LEVINSON
4		LINDY'S SMOKE Total	JOSEPH H STOMEL & SO
1		B&B DISTRIBUTORS Total	M.BERNSTEIN & SONS
10		RAM WHOLESALE Total	MAURO PENNISI INC.
12		YILDIZ Total	MAURO PENNISI INC.

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Salem Disp	DPC Displays	Jub Jobber	Supplier to Sub Jobber
34		A & T TOBACCO Total	QUEENS TOBACCO &
47		CANDYMAN ICE CREAM Total	RICHMOND WHOLESALE
4		YEMEN WHOLESALE Total	STAN LOU

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SJ Totals

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14		BESTWAY WHOLESALE Total	T & R TOBACCO INC.
5		BROOKLYN TOBACCO Total	T & R TOBACCO INC.
16		ESPINOSA CORPORATION Total	T & R TOBACCO INC.
34		DIAL A CIGARETTE Total	T&R TOBACCO
35		LAXMI TRADING CO. Total	TIGER TOBACCO INC.
1		P&G WHOLESALE Total	TIGER TOBACCO INC.
50		PAKAM CIGARETTE Total	JAY DIST.
32		PAKAM TOBACCO CO INC Total	JAY DIST.

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